

## PRODUCT SHEET - BI & ANALYTICS ACTIONABILITY PLAN (AS A STRATEGY)

### ***Is your BI & Analytics strategy still actionable? Is it being actively used to its intent?***

You may already have, or are going to need, a BI & Analytics strategy. Most often, you will end up with a very fine and nice-looking slide deck with all the known buzz words, which at conceptual level is very reasonable.

However, when put to the test of reality and actionability, these often fail to fulfil their mission.

Often, strategy material ends up being shrined, disconnected from the day-to-day reality and re-discovered once in a while, until a new strategy is ordered. In short, the outlined strategy does not remain actionable.

As a result, you experience that you are not getting value for money. At the same time, you are urged to execute on a strategy has been built on top of concepts now obsolete and disconnected from your own daily reality.

### ***Approxima's solution***

As a contrast to a traditional strategy with the outlined shortcomings, we will focus on an actionable enablement plan and toolset to steer and set a direction in an ever-changing environment, technology advances and business targets.

Instead of delivering a set of slides which become obsolete or lose relevance short after delivery, we will focus on how you can, in your own organization and stakeholder landscape, continuously drive and steer the development and constantly increasing value-adding effort within BI & Analytics.

In other words, instead of a fish, we'll provide you with an adaptable fishing rod. You will always be in touch with the reality and have a toolset aimed at adjusting your steering according to the changing needs of your organization and of the evolving business and technology environment.

You will receive the tools to adapt, influence and always be at the forefront. We call this your Actionability Plan.

### ***Your benefits***

Rather than a punctual product with an expiry date, you get a toolset to drive and steer BI & Analytics in your dynamic organization, with changing business needs and technological capabilities. This is in itself the most critical strategic goal, and places you always at the forefront of your organization's own strategy, which you can deliver directly into.

### ***You should expect:***

A toolset and processes to drive a strategic approach in your organization and the changing needs on BI & Analytics

An increased relevance in all strategy discussions at all levels in your organization

A renewed mindset that a BI & Analytics strategy can never success as a static document: it has to be an adaptable plan of how you best act to support and drive your organization's own strategic goals.